

## Message Text

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43

ACTION EUR-12

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P R 271449Z AUG 76  
FM AMEMBASSY ATHENS  
TO USDOC WASHDC PRIORITY  
INFO SECSTATE WASHDC 6490  
AMCONSUL THESSALONIKI

UNCLAS ATHENS 9073

E.O. 11652: N/A

TAGS: BEXP, GR

SUBJECT: CPF RECOMMENDATION: 42ND THESSALONIKI INTERNATIONAL FAIR,  
SEPTEMBER 4 - 18, 1977

REF: 75 STATE 225725

1. EVENT DATE: SEPTEMBER 4-18, 1977

2. LOCATION: THESSALONIKI, GREECE

3. JUSTIFICATION FOR US PRESENCE: EMBASSY AND CONGEN THESSALONIKI  
STRONGLY RECOMMEND NOMINATION OF 1977 THESSALONIKI INTERNATIONAL  
FAIR AS COMMERCIAL PRESENCE FAIR (CPF) WARRANTING US PARTICIPATION.  
FAIR IS ANNUAL COMMERCIAL EVENT IN GREECE WITH 25 NATIONAL  
PAVILIONS AND APPROX 800 GREEK EXHIBITORS. LOCAL RECRUITMENT OF  
63 PARTICIPANTS EXHIBITING IN 1,300 SQUARE METERS INDOORS AND 800  
SQUARE METERS OUTDOORS AT 1976 THESSALONIKI CPF DEMONSTRATES  
COMMERCIAL IMPORTANCE ATTACHED TO THIS EVENT. SEVERAL OF EXHIBITORS  
AND A NUMBER OF US FIRMS UNABLE TO TAKE PART ON SHORT NOTICE THIS  
YEAR HAVE INDICATED THAT THEY WOULD PARTICIPATE IN 1977 CPF PAVILION.  
THE US CONTINUES TO FACE AGGRESSIVE MARKETING EFFORTS BY EC COUNTRIES  
AND WE BELIEVE CPF PARTICIPATION IS IMPORTANT EVIDENCE OF  
DETERMINATION TO MAINTAIN AND INCREASE OUR SHARE OF MARKET.  
WE FURTHER BELIEVE THAT GREEK ACCESSION TO EC WILL INCREASE US  
COMMERCIAL OPPORTUNITIES. STRONG SECONDARY JUSTIFICATION IS GROWING  
ROLE OF GREECE AS REGIONAL CENTER RESULTING FROM LEBANESE CRISIS.  
AS DEPARTMENT AWARE, NEARLY 150 US REGIONAL FIRMS ARE NOW  
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OPERATING FROM ATHENS. MANY ARE PARTICIPATING IN PAVILION THIS

YEAR BECAUSE OF EXPECTED MIDDLE EAST AND EAST EUROPEAN VISITORS. REPORTS FROM AMEMBASSIES JIDDA AND KUWAIT INDICATE GOOD POTENTIAL FOR VISITORS TO THESSALONIKI IF FUTURE PROMOTIONS ARE UNDERTAKEN SUFFICIENTLY IN ADVANCE

4. FAIR AUTHORITY LITERATURE, PHOTOS, STATISTICS AND 1977 SPACE COSTS WILL BE FORWARDED AS SOON AS AVAILABLE

5. TOTAL COSTS OF 1976 PARTICIPATION ARE APPROXIMATELY DOLS 120,000 OF WHICH DOLS 35,700 WERE PROVIDED BY CPF FUNDS. THE REMAINDER WAS RAISED THROUGH SALE OF INDOOR AND OUTDOOR SPACE TO PARTICIPANTS. BASED ON 1977 PAVILION OF APPROXIMATELY SAME SIZE AND NUMBER OF PARTICIPANTS AS THIS YEAR, ESCALATING MATERIAL, MANPOWER, AND RENTAL COSTS WOULD REQUIRE CPF FUNDING OF ROUGHLY DOLS 42,000 IN FY 77, EXCLUDING COSTS ASSOCIATED WITH COMMERCE DEPARTMENT OVERSEAS STAFF. IN PAST YEARS UNCERTAINTY ABOUT AVAILABILITY OF CPF FUNDS HAS DELAYED EMBASSY RECRUITMENT CAMPAIGN WITH ADVERSE EFFECT ON POTENTIAL NEW-TO-MARKET EXHIBITORS WHO REQUIRE LONGER PERIOD TO PLAN, ORGANIZE, AND SHIP EXHIBITS. AUTHORIZATION AT EARLY DATE WOULD PERMIT SELECTIVE RECRUITING AND OVERALL IMPROVEMENT IN ORGANIZATION AND EXHIBITOR COMPOSITION OF PAVILION. EMBASSY THEREFORE RECOMMENDS APPROVAL OF FY 77 THESSALONIKI CPF BUDGET OF DOLS 42,000 BY SEPTEMBER 10 IN ORDER TO PERMIT RECRUITMENT CAMPAIGN DURING FINAL WEEK OF THIS YEAR'S EVENT.  
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